PRICING

9/10

- Prices and gaps remained fairly stable.
- Current 99¢ pricing (16%) remained stable.
- Incidence of Basic's >10¢ price disadvantage reached its highest level YTD.
- Both GPC and Doral showed aggressive pricing actions.
  - Increased wholesale buy downs
  - Incidence at the lowest price-point increased.
  - 99¢ incidence increased.

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Source: https://www.industrydocuments.ucsf.edu/docs/fmvk0004